

# Maxis eKelas

## FACTSHEET



### What is Maxis eKelas

eKelas is Maxis' flagship community programme that aims to improve the academic performance of students in rural communities. It is an after-school digital learning initiative for students from Primary 6 to Form 5, which brings learning enrichment in a fun and vibrant way and provides access to quality education content, in line with the Malaysian School Syllabus. Focusing on Science, Mathematics and English, students are exposed to experiential learning through a combination of live tutorials, group learning, competitions and digital content via the eKelas portal, as well as motivational sessions by Maxis' own young talents.

The programme is made possible by Maxis' partnership with Malaysian Communication and Multimedia Commission (MCMC), as it is run at their Pusat Internet which serve as digital hubs for communities in underserved areas.

The programme has been recognised by the Ministry of Education as an initiative under its Highly Immersive Programme, where students are eligible to collect co-curricular marks from their participation in eKelas.

### Maxis eKelas Facts & Figures

Our mission is to support the next generation to achieve their fullest potential through digital education and mentoring them to develop the mindset and skills to adapt and thrive in the future.

As an after-school initiative, eKelas aims to improve the academic performance of students in rural areas of Malaysia. Through our digital hub ([www.ekelas.com.my](http://www.ekelas.com.my)), we offer:

- 1) Live online tutorials taught by experienced teachers
- 2) Exam seminar content for UPSR, PT3 and SPM examinations
- 3) Malaysian school syllabus content for Year 6 to Form 5 students

Our students experience fun & vibrant blended e-learning environment together with Maxis volunteers through:

- 1) English drama workshops
- 2) eKelas holiday camps
- 3) Exam clinics
- 4) Internet safety workshops and motivation sessions

### Maxis eKelas in numbers

#### Impact

- Impacting 13,000+ students
- Delivered at 72 Pusat Internet across 10 states, and 20 schools in Malaysia
- 35 students have received the eKelas Anugerah Gemilang (Student Grant)

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### Content

- 3,000+ hours of online live tutorial
- 12 experienced teachers
- 2,000+ eKelas branded learning materials from notes, videos to worksheets
- 30+ UPSR, PT3 and SPM seminar videos
- 10,000+ eBooks & 500 audio books through partnership with Malaysia's National Library

### Engagement

- 100 eKelas Holiday Camp participants
- 400+ students trained in digital literacy skills complementing MCMC's Klik Dengan Bijak program
- 20+ motivation sessions
- 2,500+ volunteer hours by Maxis employees

### Accolade

- Recognised as part of Ministry of Education's Highly Immersive Program (HIP)
  - Winner of Best in Corporate Social Responsibility (MCMC Star Rating Awards 2016)
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